

## **Theme Description: National 5 A Day Month 2006**

### **Fruits and Veggies Count: Do you know what you need?**

The theme this year builds on the messages in the brochures released by CDC in conjunction with 5 A Day Month 2006:

#### ***How many fruits and vegetables do you need?***

- educates consumers on how many fruits and vegetables they should eat daily based on their sex, age, and physical activity level
- provides useful tips on how they can accomplish their goal
- includes picture examples of half and one cup measures of fruits and vegetables
- Physical activity is highlighted along with the health benefits of eating fruits and vegetables

#### ***Three simple steps to eating more fruits and vegetables***

- simplifies the fruit and vegetable message for all people; appropriate for both consumers who read on a basic level and low-income populations
- provides the correct fruit and vegetable goals based on age, gender and physical activity level
- provides low-cost, easy-to-prepare ideas for increasing fruit and vegetable

#### ***Why do fruits and vegetables matter to men?***

- targets African American men by focusing on the benefit of eating fruits and vegetables related to significant health risks of this group
- helps men find their fruit and vegetable goal and promotes physical activity
- provides simple ways to add fruits and vegetables to a person's diet

#### ***Choose Smart, Choose Healthy***

- targets African American women
- highlights foods and activities that would appeal to many African American women
- helps women find their fruit and vegetable goal, promotes physical activity, and explains the health benefits of eating fruits and vegetables

**In addition to the brochures, CDC will launch a revised 5 A Day web site: [www.5aday.gov](http://www.5aday.gov).**

The new material on the web site contains:

- an interactive calculator for people to use to learn how many fruits and vegetables they should consume according to the age, sex, and physical activity level
- the benefits of consuming fruits and vegetables
- tips on eating a colorful variety of fruits and vegetables
- how to know how many servings you are actually eating
- recipes along with a section where users can compile their favorite recipes into their personalized cookbook

***Please note: Most of the materials on the web site are in clearance in DHHS Dietary Guidelines and may not be on the web site on September 1. They will be posted as soon as they are cleared. Please check the web site before you release any information that includes [www.5aday.gov](http://www.5aday.gov).***

**Rationale for this year's campaign theme:**

The theme of this campaign, "Fruits and Veggies Count: Do you know what you need?" fits well into a timeline of events that began with the release of the Dietary Guidelines for Americans 2005 and will continue next year with the launch of the new brand, Fruits & Veggies—More Matters™. Although there was a great deal of publicity around the publication of the new guidelines last year, there is still confusion about how many fruits and vegetables individuals need to eat daily. The theme this year focuses specifically on that issue.

The messages around the new brand to be launched next March will help provide more motivation to consumers to eat appropriate amounts of fruits and vegetables because of the benefit to their health. Motivation to eat more fruits and vegetables is a more difficult barrier than knowing how many to eat. This fall's campaign can help "set the stage" for the Fruits & Veggies—More Matters launch by raising awareness among the public about healthy amounts of fruits and vegetables to eat.